**Answers**

**QUACK ALERT-DETECTING PHONY HEALTH CLAIMS**

1. Define quackery and give an example of how it is used.

Promotion of unproven health products and treatments without scientifically sound basis. Lies/misinformed.

1. When is quackery dangerous?

Not tested for safety (ephedrine). Don’t know what’s in the product. Delay treatment they need-cancer/HIV.

1. If quackery is dangerous why does it sell? Give 2 examples

Feel over confident. “No one would dupe me.” Different=natural health products. Desperate. Certain diseases.

1. List and give an example of red flags in quack come-ons.

Bogus Breakthroughs, Quick Fixes, Jumble jargon, Tacky testimonials, Laundry lists, Guaranteed, Fine print, All-natural, Time tested, and Goofy gadgets

1. What is your first line of defense against quackery and what can you do if you become a victim of quackery?

Reliable health information. Keep up with the news (Airborne). Don’t rely on ads in magazines (no government agency screens ads). Infomercials/”as seen on TV”. Internet/cable/broadcast all sell time.

Contact physician or the poison control center. Such reporting can help the government get dangerous products off the market.

Report the incident to your state attorney general’s office or the FTC (Federal Trade Commission). [www.ftc.gov](http://www.ftc.gov)

Quackwatch: [www.quackwatch.org](http://www.quackwatch.org)

Keep asking questions and become a savvy health care consumer. After all, a healthy dose of skepticism is exactly what you need to protect yourself from quacks’ hyped-up claims.